

## **Historic, Archive Document**

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Dayton, Tenn.

# To Our Friends and Customers:



We thank each of you for your valued patronage. With lower prices and smaller demand for most farm crops, a nice strawberry patch should interest most farmers.

The acreage of strawberries is still far below pre-war in most sections and prices should remain comparatively high for several more years. We received 20¢ a pound for our crop of capped berries in 1949. Study your own situation and markets and plant accordingly.

We have spent many years growing strawberries, setting our first little berry patch in 1907 and started selling plants by mail in 1912. We now own over 2000 acres of farm and timber land here on top of the Cumberland Plateau and we clear new land each year to grow our plants. This gives a decidedly stronger and healthier plant and all of our plants are new-land grown.

Plants are carefully dug and cleaned, bunched in 25's (26-27) and are shipped in ventilated crates with roots packed in damp moss. Only young first year plants are shipped, no old plants, and shipments are made under copy of our Tennessee Certificate of Nursery Inspection showing to be free from pests, disease and variety mixtures.

We start shipping in October and ship until May 1, as our mountain top location gives us a climate about like that of Central Ohio. Strawberries do best if set early so we strongly advise setting as early as land can be prepared. This is a very important point in successful strawberry growing.

Now as to the varieties. Those we grow are nearly all adapted to the South, though such varieties as Premier, Dunlap, Red Star and the Everbearers are not recommended south of Tennessee. We have added a few of the better new varieties to our list this year.

**BLAKEMORE**—(yellow free strain). This variety is still largely grown in the Ohio Valley and South. Some 25% of all strawberries grown in this country are Blakemore. Bright red, good size and quality. One of the best for shipment to distant markets. Blakemore ripens early and makes a lot of plants. For best crops only enough runners should be rooted for a good fruiting now, remainder being cut off. Blakemore berries are excellent for preserving or quick-freezing.

**MISSIONARY**—This is the variety grown almost exclusively in Florida and Cuba, also one of the best for lighter soils anywhere in the South. Fruit deep red, somewhat tart but has good flavor. Good plant maker and not subject to leaf diseases.

**FAIRLAND** — Early mid-season variety, USDA 3205. Heavy producer of light red good quality fruit. Bred especially for resistance to Red Stele and other root diseases.

**KLONMORE** — A Klondyke-Blakemore cross developed in Louisiana. Over 80% of Louisiana's 25,000 acre crop is now planted to Klonmore and it is replacing Blakemore in much of the Coastal Plains area. Too early for our mountain growers. Lots of runners, free from leaf spot. Fruit is bright red, of good size and excellent for home use, freezing or shipping. Said to have higher percentage of Vitamins A and C than any other variety.

**SUWANNEE** — This is Dr. Darrows new USDA variety for the South. Rated by experts as first in quality. Rapidly growing in favor because of its exceptionally delicious fruit, produced on strong vigorous plants. We have a good stock of fine plants of this variety. For home use or nearby market as berries have rather tender skin.

**TEMPLE** — This red stele resistant variety really has merit. Large vigorous plants, producing heavy crops of superior fruit. Glossy red, large size and a good market berry. We have never grown a new variety that has sold so well. A good plant maker.

**ROBINSON (Scarlet Beauty)** — This is a Premier-Marshall cross. Late to very late in season and produces the largest berries of any variety we grow. Robinson brings premium prices on most markets because of the size and beauty of the fruit. Makes a lot of plants and to do best set far apart in row, 30 inches or more. When properly spaced makes good strong productive plants, if crowded they will be small and weak. Remember this point—if you set Robinson.

**SPARKLE** — This midseason variety has the same parentage as Temple. Berries are a glossy rich red and of good dessert quality, outstanding as freezing berries.

**KLONDYKE** — This good old variety is still in demand. We have a supply of good plants for those that want them.

**FAIRMORE** — Cross between Fairfax and Blakemore, large deep red berries of very high quality. Makes large plants and plenty for a good row. If we could grow only one variety for home use it would be Fairmore. When fully ripe needs no sugar to be palatable.

**AMBROSIA** — This is a new very late variety adapted to the Dunlap and Premier territory. Fruit is large, bright red and firm enough to ship. Has a rich sub-acid flavor. We picked a half acre last spring, yield was 64 twenty-four quart crates. Comes in when other varieties are about through.

**AROMA** — After more than fifty years this is still the standard late variety for the South. Berries are large, bright red and of good quality. We have a good stock of nice plants.

**PREMIER** — This is the "Blakemore" of the North and East. Here in the mountains Premier will outyield any other variety but fruit is too soft to ship. Makes only a moderate number of large, deep rooted plants. These have large leaves that protect the bloom, so is practically frost proof. Premier is used more than any other in breeding new varieties, practically all of the new sorts having some Premier blood. The reason for this being that it has so many superior characteristics.

**SENATOR DUNLAP** — This is the leading early variety in the Corn Belt and the Northwestern states. We grow by the million for our wholesale trade in the North but it is practically worthless in the South.

**TENNESSEE SUPREME** — This is one of the new Tennessee Experiment Station varieties. Premier-Missionary cross and plants very much like Premier with fruit resembling Blakemore in type but of better flavor and not so good for shipping. Tennessee Supreme has consistently outyielded all other varieties in this state, producing crops of as much as 12,000 quarts per acre. It is one of the best for quick freezing as the frozen product is tops in quality and appearance. Recommended as a good home garden and near-by market variety, also for growing for the rapidly developing quick-freeze industry. Tennessee Supreme is early, ripening with Blakemore.

**TENNESSEE SHIPPER** — Another of the new Tennessee developed varieties; cross of Blakemore and Missionary. This is an excellent mid-season shipping variety, will carry to any market in good condition. Fruit is medium to large and most of the crop grades No. 1 in size. Quality fair and color an attractive bright light red. Tennessee Shipper will do well over a large part of the country, being outstandingly good as far north as Indiana and also south to Florida where it has proven superior to Missionary in test plots on our Florida farm. Plants are large and healthy and make enough plants for a good row without a damaging surplus.

**TENNESSEE BEAUTY** — This is the late of the new Tennessee varieties. It is truly a beauty as the fruit is large, a beautiful clear red and of excellent quality. The plants are large and produced in only enough numbers for a well spaced row. Tennessee Beauty is adapted to the sections where Aroma is grown and is free from the serious root diseases that have caused Aroma to be so rapidly discarded. Tennessee Beauty is a good shipper and the size and general appearance of the fruit produces a very attractive package. We picked 270 crates to the acre of Beauty's last spring.

**RED STAR** — This new very late variety is outstanding for size, quality, and yields of beautiful deep red berries. Makes enough plants for a good matted row. Like all very late varieties it requires good soil and a moist location to produce at its best. An excellent variety for home gardens, north or south.



**GEM EVERBEARING** — Until the introduction of Streamliner this was the best of the everbearers. Good flavored, well shaped berries, starts bearing soon after setting and bears all summer and fall, also a good crop again in the spring. A vigorous grower and makes quite a few runners. This everbearer will do reasonably well in the upper part of the South and in all northern and eastern states.

**EVERMORE OR MINNESOTA 1166** — This Minnesota bred everbearer is a cross of Wayzata everbearing and Senator Dunlap. Large pointed dark red berries are firm and very sweet. Produces runners freely and a good spring as well as a fall crop. We picked over 400 crates from two acres last spring.

**STREAMLINER** — One of the most productive everbearing strawberries ever introduced. Very large berries of a rich red color and excellent flavor. Will start to bear 60 days after planting and bears until freezing weather.

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To avoid confusion, we are placing all varieties in only a few price classes. Many growers are offering "cheap" plants but while not the cheapest, our prices are as low as we can offer and expect to remain in business. Labor and most other costs are still high.

Our aim is to offer top quality plants at as low a price as we can. No order filled for less than 100 plants of a variety.

We make shipments to all states and also to any foreign country. Strawberries from our plants are growing in Canada, Cuba, Peru and Mexico.

**PRICES:** Blakemore, Missionary, Suwannee, Robinson, Klondyke, Klommore, Fairmore, Senator Dunlap and Aroma — Prepaid, 100 for \$1.00; 250, \$2.00; 500, \$3.50; 1000, \$6.50; 5000, \$30.00. By collect express: 1000 to 5000 at \$5.25 per 1000; 5000 or more at \$5.00 per 1000.

Tennessee Beauty, Premier, Temple, Sparkle, Fairland, Ambrosia, Red Star, Tennessee Shipper and Tennessee Supreme — 100, \$1.50; 250, 2.75; 500, \$5.00; 1000, \$8.00 prepaid. Express collect: \$7.00 per 1000.

Gem and Evermore Everbearing — 100 for \$2.00 prepaid.

Streamliner Everbearing — 100 for \$3.00 prepaid.

Assuring you any order you place with us will receive prompt and careful attention, we respectfully solicit your patronage. Address and make all remittances payable to

**The Sinclair Nurseries, Dayton, Tennessee**